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PTO/SB/08A (08-00)

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

6

Complete if Known

Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T. ²
DA		FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085	
DA		Update and Miscellaneous; September 22, 1995; Z00081-Z00083	
DA		Information Request; September 12, 1995; Z00080	
DA		Question for you; September 7, 1995; Z00078-Z00079	
DA		FocaLink Technology; August 30, 1995; Z00076-Z00077	
DA		Saturn Banner Ad Placement; August 27, 1995; Z00075	
DA		SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072 - Z00074	
DA		Saturn Banner Ad Placement; August 25, 1995; Z00071	
DA		FocaLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057 - Z00070	
DA		LinkMarket Business Plan; David Zinman et al.; Z00033 - Z00056	
DA		LinkMarket; David Zinman et al.; Z00028 - Z00030	
DA		Link Marketing; Z00022 - Z00027	
DA		Link Marketing, LLP; Z00020 - Z00021	
DA		Interactive Age;; The Newspaper for Electronic Commerce; Z00015 - Z00019	
DA		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com ; Z00014	
DA		Web Personals stats; August 22, 1995; Z00012 - Z00013	
DA		FocaLink Technology; August 30, 1995; Z00010 - Z00011	
DA		Web Personals Report; October 12, 1995; Z00001-Z00009	
DA		LinkMarket; David Zinman et al.; SD 005573 - SD 005574	

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		Attorney Docket Number	11032/2144
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04		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		Focalink Communications; February 6, 1996; Z00200 – Z00202	
		Urgent – Microsoft Ad Placement; February 7, 1996; Z00204	
		Test for Microsoft Banner; February 8, 1996; Z00205	
		ZDNet Test (fwd); February 8, 1996; Z00206	
		URLs; February 8, 1996; Z00207 – Z00208	
		HeradsUp 02-09-96 (20 stories)<CD58M01O>; Z00209 – Z00212	
		Did I send this 2x; April 3, 1996; Z00220 – Z00222	
		Answer to your request; April 8, 1996; Z00223	
		Site Letter; April 10, 1996; Z00224 – Z00225	
		Oracle and Intel; April 12, 1996; Z00226	
		Doubledclick; April 16, 1996; Z00227	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228	
		Fact check; May 12, 1996; Z00229	
		IDG; May 17, 1996; Z00230 – Z00231	
		Daily Spectrum; May 20, 1996; Z00232 – Z00242	
		Fact check; May 20, 1996; Z00243	
		Cookie FAQ; May 21, 1996; Z00244	
		Focalink Communications; May 21, 1996; Z00245 – Z00246	
		Network World Fusion; May 22, 1996; Z00247	
04		Looming issue; July 13, 1996; Z00248 – Z00249	

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		Examiner Name	Harle, J.
Sheet 3 of 6	Attorney Docket Number	11032/2144	

OK		Cookies & privacy ? / German Press; July 15, 1996; Z00250	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251	
		DoubleClick; September 5, 1996; Z00252 – Z00253	
		Infoseek Business Terms; September 7, 1996; Z00254 – Z00256	
		SmartBanner ads on HotWired; September 11, 1996; Z00257	
		Statement of Work; September 23, 1996; Z00258 – Z00259	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260 – Z00263	
		Test With Focalink; February 7, 1996; Z0020	
		LinkMarket; David Zinman; Z00031 - Z00032	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089	
		RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092	
		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094	
		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099	
		Contact at Netcom; October 26, 1995; David Zinman; Z00100	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106	
OK		We need to get on this; October 31, 1995; David Zinman; Z00107	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 4 of 6

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Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

OK		Web site pricing draft; November 7, 1995; Jason Strober; Z00108	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130	
		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150	
		Microtargeting; December 7, 1995; David Zinman; Z00151	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156	
OK		Catch-up time; December 11, 1995; David Zinman; Z00157	

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		First Named Inventor	Dwight Allen MERRIMAN
		Group Art Unit	2166
		Examiner Name	Harle, J.
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8/6		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166	
		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171	
		RE> ** Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174	
		Focalink; January 25, 1996; David Zinman; Z00175	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185	
8/4		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 6 of 6

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Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

du		Microsoft Update; February 5, 1996; Margaret Bond; Z00189	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198	
		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199	
		Focalink Communications; February 13, 1996; David Zinman; Z00213	
		Targeting; February 13, 1996; Michael Wang; Z00214	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215	
		Focalink; February 22, 1996; Jason Strober; Z00216	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218	
od		Cookies; March 6, 1996; David Zinman; Z00219	

Examiner
Signature

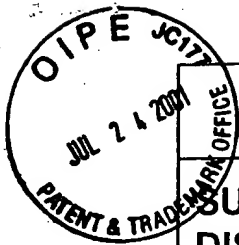
Date
Considered

24-9-01

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Technology Center 2100U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICESUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENTDocket Number:
11032/2144 PATENTReissue Applicant
Dwight Allen MERRIMAN
et alReissue Application No.
09/577,798Reissue Filing Date
May 24, 2000Patent Number
5,948,061Issued
September 7, 1999Examiner
Harle, JArt Unit
2166Invention Title
METHOD OF DELIVERY, TARGETING, AND
MEASURING ADVERTISING OVER NETWORKSAssignee
DoubleClick, Inc.

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTR Y	CLASS/ SUBCLASS	TRANSL ATION	
					YE S	NO
OK	WO 97/21183	June 12, 1997	PCT			

OTHER DOCUMENTS

EXAMINER INITIAL	AUTHOR, TITLE, DATE, PERTINENT PAGES, ETC.
OK	Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at http://internetworld.com . Feb. 1996.
OK	Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at http://infoworld.com , Aug. 1996.
OK	NetGravity-AdServer 2.0 Announcement. Available at http://netgravity.com , Oct. 1996.
OK	"Internet Access: Internet marketing revolution begins in the US this Sep." (Hyper Net Offering), EDGE: Work-Group Computing Report, v7 n316, June, 1996.
OK	Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol: 28, No. 11, May 1996, pp. 1493-1499.

EXAMINER

DATE 7-24-01
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Sheet 1 of 3	Attorney Docket Number	11032/2144	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
JK		"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
JK		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586	
JK		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587	
JK		"readme. 1st..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
JK		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
JK		"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
JK		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
JK		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
JK		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
JK		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
JK		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	
JK		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
JK		"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	
JK		"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
JK		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	

Examiner Signature	<i>J. Harle</i>	Date Considered	10/15/02
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		Examiner Name	Harle, J.
		Attorney Docket Number	11032/2144
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OK	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617
OK	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619
OK	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621
OK	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623
OK	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625
OK	"FOCALINK"; DC004278A
OK	"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C
OK	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
OK	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
OK	"Link Marketing"; handwritten page; MA0001
OK	"Link Marketing"; LinkMarket; MA0002-MA0007
OK	"LinkMarket"; David Zinman et al.; MA0008-MA0027
OK	"Link Marketing, LLP"; MA0028-MA0029
OK	"Link Marketing LLP"; MA0030-MA0038
OK	"Escapes"; Web page; MA0039-MA0040
OK	"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053
OK	"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109

Examiner Signature		Date Considered	10/15/04
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First Named Inventor		Dwight Allen MERRIMAN		Group Art Unit		2166	
Examiner Name		Harle, J.		Attorney Docket Number		11032/2144	
Sheet	3	of	3				

801	"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149		
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Examiner Signature		Date Considered	10/15/02
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